

METHOD AND SYSTEM FOR GENERATING AND PLACING KEYWORD-
TARGETED ADVERTISEMENTS

ABSTRACT OF THE DISCLOSURE

A method and system for identifying advertisement and search term combinations for placing advertisements along with search results. The advertisement system includes multiple advertisement generators that automatically create advertisement sets that each contain one or more advertisements, one or more search terms, and a link to an advertised item. The advertisement system also includes an advertisement manager that receives the advertisement sets from the advertisement generators, identifies a fee to be associated with each advertisement set, and selects which advertisement sets are to be submitted to various search engine services. The advertisement system may also include a fee calculator that generates a fee amount or bid for each advertisement set.